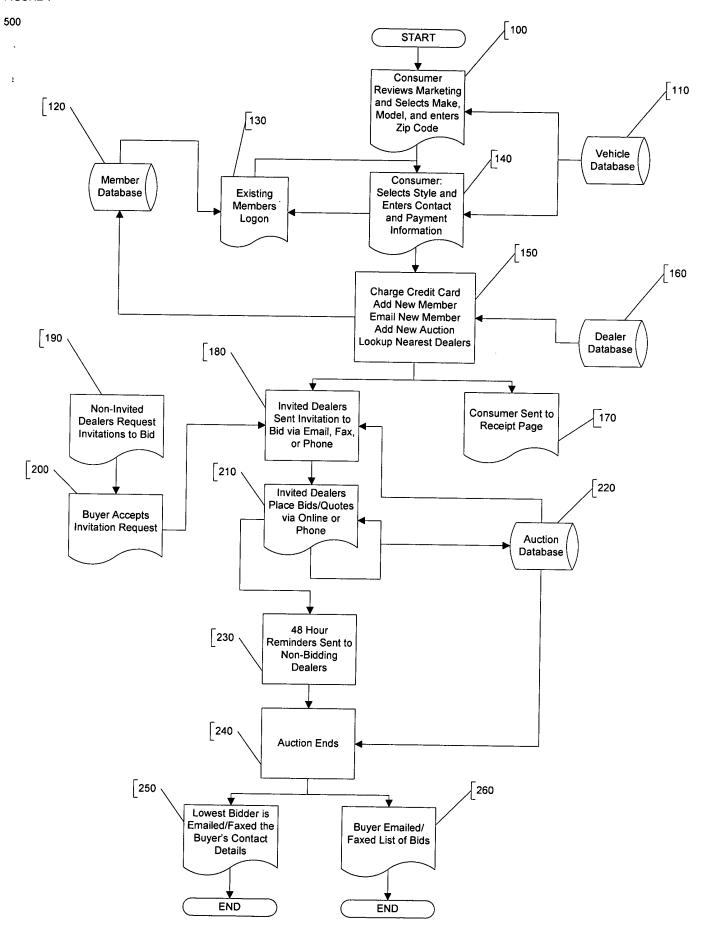
FIGURE 1



Charle Car.

We haggle, so you don't have to!

Welcome to the greatest source of new and used car services. If you're serious about buying a new car, try our one-of-a-kind reverse auction service, where

local dealers bid against each other to get you the lowest price, Guaranteed!

Welcome...

- Used Cars

atur dS ryic

- Buy a Pre-Owned Car
- Buy a Used Car
- ▶ Free Price Quote
- ▶ Get the Lowest Price
- ➤ Trade-In Your Car

Related S rvices

- ▶ Auto Insurance
- ▶ Auto Loans
- ▶ Credit Reports
- ➤ Vehicle History Reports

Mercury New Car Research Center

Acura

Aston Martin

HUMMER Hyundai

Infiniti

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Audi

Oldsmobile

Nissan

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Cadillac

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Mercedes-Benz Maserat Mazda

Honda

OMO

Ford

Volkswagen

Volvo

Free Price Quote Witsubishi

Get a no obligation price quote on a new car or truck. Go here to get an upfront quote from a local dealer.

Get the Lowest Price

Guaranteed? Watch several local dealers Want the lowest price on your new car, bid against each other in a price war.

Rolls-Royce

Porsche

Pontiac Panoz

Used Car Shoppers

Browse the largest online database of Looking for a used car in your area? current used cars for sale,

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New Cars

R Car W DC

- ▶ Free Price Quote
- ◆ Get the Lowest Price
- ➤ Research Center

F atur d'S rvic

- Buy a Pre-Owned Car
- Buy a Used Car

▶ Free Price Quote

- ▶ Get the Lowest Price
- ▶ Trade-In Your Car

Relat d Servic

- ▶ Auto Insurance
- Auto Loans
- ➤ Credit Reports
- ➤ Vehicle History Reports

Start a New Car Auction

Home - New Cars

you are able to find a lower price, we will refund your Have 10 local dealers bid against each other for your business. You get our Lowest Price Guarantee, and if auction payment.

How it Works

- Use the form on the right to select your vehicle, enter your contact information, and start your auction.
- 2. During the bidding process, dealers will bid, and rebid, making your price lower and lower. **Example of Bidding**
- 3. Every time a dealer places a bid, you receive an email with the dealer's new bid and contact information.
- 4. At the end of the 7-day auction, you have the lowest price, Guaranteed!

Prices We've Gotten Other Buyers

Choose a Make:

Secure Page 🖪

Acura

Choose a Model:

2003 CL

Zip Code:

Continue

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Figure 2B

MyCal.com

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New Cars	Start a New Car	Auction	Secure Page E
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➤ Free Price Quate	1	•	≥ .
➤ Get the Lowest Price ➤ Research Center	First Name:	Last Name:	
Featur d Service > Buy Pre-Owned	Email Address:	Phone Number:	Existing buyer Logon
Buy a Used CarFree Lease EstimateFree Price Quote	Address:	City, State, Zip: Alamo, CA, 94507 💌	
➤ Get the Lowest Price ➤ Trade-In Your Car	Payment Type: - ≺	Credit Card Number:	The state of the s
Related Services > Auto Insurance > Auto Loans > Free Credit Report	Name on Credit Card: Dealers to Invite:	Expiration Date: Month Y Year X Total Amount Due:	
➤ Vehicle History Reports	10 Dealers 🗸 Start My Auction	\$19.95 You will choose your pr	\$19.95 You will choose your preferred colors and options on the next page.

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Figure 2C



A BOMB TO NEW GELS TO DEGIT GETS TO MY ARRAIN THEIR

New Cars

New Car Menu

Free Price Quate

◆ Get the Lowest Price

➤ Research Center

F atur d Services

▶ Buy a Pre-Owned Car

▶ Buy a Used Car

▶ Free Price Quote

▶ Get the Lowest Price

▶ Trade-In Your Car

Relat d'S rvices

▶ Auto Insurance

▶ Credit Reports

➤ Vehicle History Reports

▶ Auto Loans

Dealerships Invited

Concord Acura of Concord

10.89 Miles 13.07 Miles 13.75 Miles 25.50 Miles

> Pleasanton Oakland Acura of Pleasanton Oakland Acura

Redwood City Colma Acura of Serramonte Hopkins Acura

Ŋ.

26.86 Miles 27,11 Miles 27.25 Miles 29.72 Miles 34,50 Miles

S Q

> Corte Madera Burlingame Mike Harvey Acura Marin Acura

Sunnyvale Fairfield Sunnyvale Acura Solano Acura

Date **Transaction**

Payment for 1 auction and 10 Dealer invitations, \$19,95

34,65 Miles

Santa Clara

Stevens Creek Acura

Secure Page 🗓

Thank you for using MyCar.com, below is your receipt.

Receipt for Auction No. 1,112

Your Chosen Vehicle Acura 2003 CL 2-Door Coupe V6 VTEC 3.2L Automatic with Navigation System

Auction Links

Auction Main Page

Buyer Options

Print My Receipt

Auction Details

Auction ID:

7 Days 5 Hrs Time Remaining: Starting Date: 05/08/03 03:00 PM Ending Date:

05/01/03 09:44 AM

94507 Zip Code: Amount Details Credit Card Payment 05/01/03 09:44 AM Affiliate Program | Privacy Statement | Terms of Use | MyCar.com. All rights reserved.

May Actionny

MVCar.com

My Account

Account Menu

- ➤ My Account
- ★ Account Maintenance
- Auction Invitations
- Request Invitations

F atur dS rvic s

- ▶ Buy a Pre-Owned Car
- ▶ Buy a Used Car
- ➤ Free Price Quote
- ♦ Get the Lowest Price
- ➤ Trade-In Your Car

Related S rvices

- ➤ Auto Insurance
- ➤ Auto Loans
- ➤ Credit Reports
- ➤ Vehicle History Reports

Welcome Diane Smith

Please select from the following options.

Dealer Account Options

- Account Maintenance
- Auctions to Which I'm Invited
- Request Invitations to Other Auctions for the Makes I Sell

Jump to Auction No.

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Figure 3A



Admin & Home & New Cars & Used Cars (100 Assault

My Account	Auctions	ions to Which I'm Invited			11 Records F	11 Records Found. Showing	1 to 11.
Account Menu	₹	Vehicle ↑	Distance 1	Bids ↑	Your Bid 4	Lowest A	Ends ↓
My Account Account Maintenance Auction Invitations	1,198	Honda 2003 Pilot EX 4-Door Sport Utility V6 VTEC 3.5L 4WD with Leather and Entertainment System NONE	21 Miles Plano Texas	т	Place Your Bid	\$350.00 Over Invoice	5 Hrs 12 Min
Request invitations Fatur d Services	1,142	Honda 2003 Accord EX 4-Door Sedan V6 3.0L Automatic without Navigation	12 Miles Addison Texas	_	•	\$250.00 Under Invoice	Ended
➤ Buy a Pre-Owned Car ➤ Buy a Used Car	925	Honda 2003 Pilot LX 4-Door Sport Utility V6 VTEC 3,5L 4WD NONE	30 Miles Burleson Texas	 	•	\$1,000.00 Over Invoice	Ended
➤ Free Price Quate ► Get the Lowest Price	553	Honda 2003 Accord EX 2-Door Coupe 4-Cylinder 2.4L Automatic with Leather Interior and Navigation NONE	14 Miles Arlington Texas	σ		\$1,200.00 Over Invoice	Ended
Relat d Services Auto Insurance	. 491	Honda 2003 Pilot EX 4-Door Sport Utility V6 VTEC 3.5L 4WD with Leather and Entertainment System NONE	12 Miles Arlington Texas	13	ı	\$1,100.00 Over Invoice	Ended
➤ Auto Loans ➤ Credit Reports	492	Honda 2003 Accord EX 2-Door Coupe 4-Cylinder 2,4L Automatic with Cloth Interior NONE	13 Miles Duncanville Texas	ო		\$950,00 Over Invoice	Ended
➤ Vehicle History Reports	482	Honda 2003 CR-V LX 5-Door Sport Utility 4-Cylinder 2,4L Automatic 2WD without Side Air Bags NONE	16 Miles Plano Texas	9	•	\$50.00 Over Invoice	Ended
	1 48	GMC 2002 Sierra 1500 Regular Cab SL 2-Door Pickup 6 1/2' V6 4.3L 2WD 119.0" Wheelbase NONE	15 Miles Lewisville Texas	2	\$500.00 Under Invoice	\$600.00 Under Invoice	Ended
	132	GMC 2002 Sierra 1500 Regular Cab SL 2-Door Pickup 6 1/2' V6 4.3L 2WD 119.0" Wheelbase NONE	15 Miles Lewisville Texas	0	•	No Bids	Ended
	133	GMC 2002 Sierra 1500 Regular Cab SL 2-Door Pickup 6 1/2' V6 4.3L 2WD 119.0" Wheelbase NONE	15 Miles Lewisville Texas	0		No Bids	Ended
	. 7	Pontiac 2002 Firebird Trans Am 2- Door Convertible V8 5,7L NONE	588 Miles Birmingham Alabama	· m	ı	\$300,00 Over Invoice	Ended
3.	Page 1 of 1	of 1			Ū	Go to Page	8

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9 Records Found, Showing 1 to 9, Ends 1 5 Hrs 5 Min 5 Hrs 5 Min 5 Days 5 Hrs 5 Min Hrs Ξ ဖြ 1 Day 5 Hrs 1 Day 5 Hrs 5 Hrs 5 Days 5 Hrs 6 Days 5 Hrs വവ Admin & Home & New Gars & Used Cars | My Arrands Invitation 1 Request Invite Currently Invited Go to Page Under Invoice Over Invoice Lowest 🕈 \$1,560.00 At Invoice \$2,200.00 \$350,00 \$500,00 \$900,00 \$800,00 \$50,00 \$250,00 **←** Bids ო σ 4 ო S σ N n North Carolina Distance 1 New Canaan 1,015 Miles 1,060 Miles 1,398 Miles Honda 2003 CR-V EX 5-Door Sport 1,409 Miles Connecticut Honda 2003 Civic LX 4-Door Sedan 1,419 Miles 868 Miles Saint Paul Minnesota Glen Head 372 Miles Cincinnati Barberton Louisiana 827 Miles California New York 21 Miles Zachary Raleigh Salinas Texas Plano Ohio Ohio Leather and Entertainment System Utility 4-Cylinder 2.4L Manual 4WD Honda 2003 CR-V EX 5-Door Sport Honda 2003 Pilot EX 4-Door Sport Coupe V6 3.0L Automatic without 4-Cylinder 1.7L Automatic without Sedan V6 3.0L Automatic without Utility 4-Cylinder 2,4L Automatic Auctions for the Makes I Sell Honda 2003 Odyssey LX 4-Door Honda 2003 Odyssey LX 4-Door Honda 2003 Accord EX 4-Door Honda 2003 Accord EX 2-Door Utility V6 VTEC 3.5L 4WD with Honda 2003 Accord EX 2-Door Coupe V6 3.0L Automatic with Vehicle 🕈 Minivan V6 3,5L NONE Minivan V6 3,5L NONE Side Air Bags NONE Navigation NONE Navigation NONE Navigation NONE 4WD NONE NON NON Page 1 of 1 1,198 1,187 1,185 1,240 1,208 1,189 ٠ S 1,203 1,239 ➤ Vehicle History Reports ▶ Account Maintenance ▶ Buy a Pre-Owned Car My Account ▶ Get the Lowest Price ➤ Auction Invitations ▶ Request Invitations F atur d Services ▼ Trade-In Your Car ▶ Free Price Quate Relat dS rvic s Buy a Used Car Auto Insurance Acc unt M nu ▶ My Account ➤ Credit Reports ➤ Auto Loans

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Price Quote: \$1,216.00 Over Invoice

04/25/03 07:34 AM

\$0.00

Rebates:

Bid Placed:

Admin : Home New Cars : Us d Cars : My Account : Help

Auction Auction No. 1,198 Honda > 2003 Pilot > EX 4-Door Sport Utility V6 VTEC 3.5L 4WD with Leather and Entertainment Aucti n Menu <u>System</u> > Current Bids ▶ Bid History Time: 5 Hrs 7 Min You're Invited to Place a Bid Endina: 05/01/03 03:00 PM Featur d Services My Lowest Price Quote: \$0.00 Started: 04/24/03 02:59 PM Buy a Pre-Owned Car Enter the lowest amount over Invoice, for which Buyer: Plano, Texas you are willing to sell this vehicle. Do not include > Buy a Used Car Bids: any rebates here. > Free Price Quote Lowest: \$350.00 Over Invoice Bidding Tips > Get the Lowest Price Dealer: Russell & Smith Honda • If your quote is at Invoice, enter: \$0.00 > Trade-In Your Car • If your quote is below Invoice, use a negative Make: Honda sign: -\$250.00 2003 Pilot Model: Relat d Services Current Cash Rebates: \$0.00 Style: EX 4-Door Sport Utility V6 VTEC 3.5L Auto Insurance 4WD with Leather and Entertainment Enter the total cash rebates that are currently System available for all buyers. This non-binding field is Auto Loans for informational purposes only. > Credit Reports I have read and accept the Bidding Agreement Vehicle History Reports Place My Bid Bidding Agreement I promise to hold my quote until 5/8/2003 and understand the buyer is under no obligation. I state that my price quote is valid for any matching style from my available inventory or as a factory order. I will disclose to the buyer the Dealer Invoice for the vehicle they select, and unless already stated on the invoice, no fees will be added to my quote except for license and tax. **Current Bids Bid History** Bid Details Dealership Dealer Contact Hidden From Public Price Quote: \$350.00 Over Invoice Hidden From Public Rebates: \$0.00 Bid Placed: 04/25/03 07:58 AM \$400.00 Over Invoice Hidden From Public Hidden From Public Price Quote: Rebates: \$0.00 Bid Placed: 04/24/03 03:18 PM

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Hidden From Public

Hidden From Public

Will Care is My Actionin



303.

My Account

Acc unt M nu

- ► My Account
- * Account Lookup
 - ▶ Affiliate Application
- > Dealer Registration

F atur dS rvic s

- ▶ Buy a Pre-Owned Car
- ▶ Buy a Used Car
- ▶ Get the Lowest Price

➤ Free Price Quote

- ➤ Jeet tille Lowest Pri

Relat d'S rvices

- ▶ Auto Insurance
- ▶ Auto Loans
- ▶ Credit Reports
- ➤ Vehicle History Reports

Member Logon

If you are a registered member, please use the form below to logon to your account.

Logon Information

- Username: *
- Password:
- ₩ No *
 - Remember Me: No

Logon to My Account

- Username and Password Lookup
- Become a Registered Dealer
- Join Our Affiliate Program
- Consumers Register by Starting a New Car Auction

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Figure 4A

Allender of the control of the control of the state of th

Figure 4B

Welcome Philip Ferreira

My Account

Account M nu

▶ My Account

Please select from the following options.

Buyer Account Options

- Account Maintenance
- My Auctions

F atur d'S rvic s

> Account Maintenance > My Auctions

- ▶ Buy a Pre-Owned Car
- ▶ Buy a Used Car
- ➤ Free Price Quote
- ▶ Get the Lowest Price
- ➤ Trade-In Your Car

Related Services

- ▶ Auto Insurance
- ▶ Auto Loans
- ▼ Credit Reports
- ▼ Vehicle History Reports

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MVCar.com

1-800-639-5160 (Monday-Friday | 9am-5pm Pacific) • Buyer Logoff

THE THE WEIGHTS FURSING CONT. IN MY COUNTY FURSING ල 1 Records Found. Showing 1 to 1 7 Days 5 Hrs Ends ◆ Go to Page Bids 1 Lowest 1 No Bids o 1,112 Acura 2003 CL 2-Door Coupe V6 VTEC 3,2L Automatic with Navigation System NONE Vehicle 1 My Auctions Page 1 of 1 ➤ Account Maintenance My Account ➤ My Account Account M nu ▶ My Auctions

F atur d'S rvic s

▶ Buy a Pre-Owned Car

▶ Buy a Used Car

▶ Free Price Quote

▶ Get the Lowest Price

➤ Trade-In Your Car

Related Servic s

▶ Auto Insurance

▶ Auto Loans

➤ Credit Reports

➤ Vehicle History Reports

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Figure 4C

Auction

Auction M nu

- ➤ Current Bids
 - ▶ Bid History
- ▶ Invited Dealers
- ▶ Buyer Options
- Related Services
- F atur dS rvic s
- Buy a Pre-Owned Car
- Buy a Used Car
- ➤ Free Price Quote
- ▶ Get the Lowest Price
- ▶ Trade-In Your Car

Related S rvic

- ▶ Auto Insurance
- ▶ Auto Loans
- ➤ Credit Reports
- ➤ Vehicle History Reports

Auction No. 1,112

Acura > 2003 CL > 2-Door Coupe V6 VTEC 3.2L Automatic with Navigation System

7 Days 5 Hrs Time:

05/08/03 03:00 PM Ending:

05/01/03 09:44 AM Started:

invited dealers to increase their involvement in the

bidding process.

During this period, our support staff works with the

have placed a bid at anytime; however we suggest

As the buyer, you can contact the dealers that

waiting until your auction ends. Some dealers will wait until the last minute before placing their bid,

or lowering their existing bid.

Alamo, California **Buyer:**

No Bids Bids:

No Bids Lowest:

No Bids Dealer:

Acura Make: 2003 CL Model:

Automatic with Navigation System 2-Door Coupe V6 VTEC 3.2L Style:

It may take several days before receiving your first

bid. Please be patient as most bids come in the

last 72 hours,

Buyer Options

Related Services

Current Bids

Bid History

Invited Dealers

Dealership Bid Details Bid Details

No bids have been placed for your auction. It may take several days before receiving your first bid. Please be patient as most bids come in the last 72 hours.

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Figure 4D